FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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ROME COUTURE "WRAPS" UP "RICH" MAO LOOK

ITALY HIGHLIGHTS: Clothes wrap snugly over the hips, using few, if any, fasteners ... the Orientalia is Rich-Chinese: Mandarin collars, side slits and side-buttoned closures, Chinese prints -- nothing so proletarian as quilted workers' jackets ... an easy, vertical silhouette ... a flurry of gathers, pleats, smocking ... most skirts a few inches below knee.

COATS & SUITS, CAPES: Huge "security blanket" CAPES over everything, even over coats (Valentino) ... WRAPPED suit skirts -- SHIRTSUITS ... DUFFEL COATS, hooded for day (Andre Laug) -- printed Ultrasuede (Irene Galitzine) -- reefers -- raglan sleeves, high, close collars (Fabiani) ... Fur trim galore: Mink, black fox, dyed-to-match opossum -- 40's use of whole animal, head, paws and tail (Laug).

EVENING WEAR: Slinky and close-fit (Balestra) -- deep, plunging necklines -- transparency -- embroidery.

FABRICS: Lightweight, supple -- double faceds replace linings ... buttery MOHAIR and cashmere for coats and suits -- creamy jersey for dresses ... fine pinstripes -- revival of satin and point d'esprit for evening ... small floral and geometric prints ... patterned lame (Brugnoli).

COLORS: Subdued ... tone-on-tone mixage ... black for all hours ... metallic grays, beige, brown, slate blue, moss green ... some bright mustard and violet noted.

ACCESSORIES: Enormous stoles and shawls wrapped around day and evening clothes ... wrapped heads or close hugging cloches ... Lots of BELTS: wide motorcycle ones for day, wide sashes for evening ... Medium- to high HEELS, some pointed toes -- BOOTS ... Seams on stockings (Balestra).

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LOOK OF GENTEEL ELEGANCE KEYNOTES MENSWEAR

Men's Fall fashions will have the look of self-assured elegance, judging from clothing shown at the 3-day Press Preview of the Men's Fashion Association at Spring Lake, N.J. in late-June.

TAILORED CLOTHING: UPDATED CLASSIC LOOKS

VESTS, with both single breasted and double breasted suits; odd vests to team with sportcoats ... TOWN TWEEDS, in prestigious stripes for business, in dark shades for dressup elegance ... TOWN CORDUROY SUITS, in pin-, mid- or wide-wale, with vests ... BLAZERS, s.b. or d.b., in navy for the traditionalist, other hues for individualists ... TAILORED LEISURE SUITS, with a plethora of pockets including bag pockets; epaulets, notched or bal collars, shirt cuffs, fancy backs, cinch-ring side tabs, raglan sleeves ... PURE CAMEL HAIR POLO COATS ... Loden GREEN and reversible TRENCH-COATS ... directional-trapeze coats ... THE STYLING: Peaked lapels return -- THE SILHOUETTES: (1) European, (2) purist Traditional, straight-line, soft shoulders, 3-buttons, (3) updated Traditional, moderately shaped, 2-button -- (4) "Mr. America" model, conservative, close-to-body, with thin shoulder pads, for man who wants to be in style, not set it, and (5) a California-inspired model, with squared shoulder line, pocket medley and stitchery trim ... MEN'S LIB in EVENING ATTIRE: Black SATIN pants & overshirt, barathea jumpsuit, velvet blazer -- burgundy velveteen shirtsuit -- gray, or blue, corduroy. (continued on page 2)

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MENSWEAR (continued from page 1)

LAYERING COMES TO SPORTS OUTERWEAR

Widespread use of vests, plus trend to wearing sportshirts over turtlenecks, sweaters over sportshirts, and jackets over the lot ... and EVERYTHING HOODED, from sweaters to sweatshirts, blazer sweaters to slicker trench jackets, overshirts to monk's coats ... GREAT-OUTDOORS LOOKS: "Marlboro" coats -- corduroy rider jackets -- "Churchill" coats, exact replicas of Sir Winston's nautical blue reefer -- Loden and camelhair pea jackets -- quilted Chinese worker's, bombardier and shirt jackets ... SWEATERMANIA rises to fever pitch: jacquard the odds-on favorite, geometrics and stripes very strong ... TAILORED SLACKS strongest in poly doubleknits ... THE JEANING OF AMERICA is the true Denim-ocracy, with softened pre-washeds favored in true indigo cotton denim -- new jeans models include trim fitting "pencil legs," French snug-in-the-seat and flared from the knees and "saddle" styles with seams curving around the seat -- all have multiple decorated pockets, concealed ones in the French types.

FABRICS, COLORS, PATTERNS

FLANNELS -- worsteds -- gabs -- TWEEDS: herringbones, barleycorns, crowfoots, combos of these, Harris, checks, subdued plaids ... STRIPES, from subtle to bold, from pin and pencil thin to 2-inch ... DENIM, the 20th Century's "security blanket," corduroy, CAMEL HAIR, leather real and synthetic, Ultrasuede ... STRIPES with SOLIDS and other MIXED PATTERNS ... WOOL/ACRYLIC/COTTON/NYLON blends in sweaters ... NEW ARE pearl gray, olive and bottle green, BRICK, chocolate brown -- brown/gray teamed together -- postman's blue -- tawny tans and browns best.

ACCESSORIES

4-INCH TIES continue, with solid colors, or at best small patterns, recommended to go with vests ... Close-fitting, large-collared European-type SHIRTS continue important -- SATIN-stripes, -plaids and -checks revived -- tone-on-tones, white-on-white jacquards -- "rugby" the newest sportshirt ... CLASSIC SLIPONS, wing-tips, pewter gray SHOES ... PRINTED SOCKS.

FOURTH ANNUAL MONTREAL MODE MOVES TO N.Y.

Canadian aplomb and fortitude overcame misgivings about transplanting the Quebec fashion event to N.Y.: The Montreal Mode presentation, Friday evening, June 27, after the American Designers Showings Press Week, took place in the impressive, marbled setting of the Canadian Club (commissioned by J. Pierpont Morgan and designed by Stanford White in 1891).

But the local color and mystique of its native surroundings, and the impact of showing each firm's complete lines, were more than offset by the fast-paced, handsomely staged 75-minute capsule showing of 18 collections.

THE HIGHLIGHTS: Sensuous loungewear -- slinky jumpsuits, jumpers, pants with tunic ... Color-cued dresses, narrow or flared, and shaped with belts ... Sports separates: duffle coats, hooded or not -- flared culottes, and circle skirts, with kimono sleeved loose tops for apres-ski -- cut-off ski breeches and Anorak jackets are IN ... Canadian talent for making fur behave like cloth -- capes, great and swirling, or tubular and vaguely Oriental.

THE STANDOUTS: LOUNGEWEAR -- string-tied, frog fastened, hooded caftans, pajamas, jumpsuits and robes in sensuous, misty-gray or mocha beige jersey (John Warden/Molyclaire) -- velvety terry-velours jumpsuit with long front zipper and drawstring belt (Leo Chevalier/Van Essa) ... KNITS -- innovative, hand-knit or -crochet look sweaters, ethnic coats, dresses and separates (Francine Vandelac/Francine Vandelac Tricots) -- huge sweaters and capes, dresses, an Erte coat (Leo Chevalier/Van Essa) ... LEATHER -- frosty-blue coats and suits (Montreal Leather Garment) ... RAINWEAR & FURS: vertical cartridge-quilted coats of cotton poplin/printed calico, with pointed hoods and kangaroo pouch pockets (Marielle Fleury/Rainmaster) -- magnificent snakeskin patterned raincape over sumptuous, toggle-closed coat of natural raccoon; long, tubular Oriental coat of black Swakara with Mandarin collar and shoulder capelet (Donald Richer).

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DATES TO REMEMBER

Oct. 18-22....Pret-A-Porter in Paris
Nov. 18-21....Interstoff (Fabrics)-Frankfurt

BOUTIQUES - ST. TROPEZ AND LONDON

ST. TROPEZ - continued from July issue

Passage Du Port, new arcade of boutiques between the Quai Suffren and Rue Francois Sibilli... BOUTIQUE 102... knitwear by Genevieve Tarka, Rabanne ready-to-wear... BOUTIQUE IRIS... Indian merchandise, St. Laurent accessories, good crochet and hand knits by Gerandeau et Lacque... TIP TOP creations from Ibiza, provencal prints... L'ORANGE BLEU, new jewelry boutiques specializing in ivory... also some coral and ebony... CHERRY LOVE, kicky, avant garde apparel... CHACOK, their usual lace, embroidered or quilted applique dresses and overblouses... lots of white.

ISSARTEL, 1 Rue De La Ponche... imports from Hong Kong and Red China.

ANEMONE, 4 Rue De La Ponche... lovely ivory, coral and jade jewelry.

PAQUITA NORTON, 3 Rue Petit St. Jean... creative sportswear, separates, many with oriental detailing plus good oriental inspired prints.

RETRO 12, 12 Rue Remparts... specializes in antique apparel.

LA VENT DANS LES VOILES, 21 Rue de la Citadelle... lightweight sportswear, separates, men's swimwear in conversational prints, household furnishings and handcrafts.

AZUMA, 29 Rue De La Citadelle... modern and antique imports from the Far East.

LES CAVES D'ALADIN, Rue Francois Sibilli... caftans, tunics, and handcrafts from India and Pakistan.

LES PETITS CANAILLES, 34 Rue Georges Clemenceau... excellent childrenswear.

LONDON

F.I. found that MISS SELFRIDGE and the WALLIS SHOP looked particularly good ... other points of interest... GARDNER'S, TOTTENHAM COURT ROAD for uniforms and LAURENCE CORNER, army surplus clothing.

GREY FLANNEL, 7 Chiltern St., W.I., 935-3945 Designer Edward Lloyd's classic menswear with a flair and superb English tailoring. Also knitwear, shirts, ties.

WARDROBE, 42 Chiltern St., W.I., 486-5604 Extensive range of domestic and imported coats, dresses, sportswear, separates. Evening clothes from Ann Buck, Tsaritzar, Aujard, Benny Ong. Some Accessories.

RONNIE STIRLING, 94 New Bond St., W.I., 499-2635... Men's and women's sportswear, separates, coats and knitwear under the Stirling Cooper label.

THE WHITE HOUSE, 50-51 New Bond St., W.I., 629-3521... Known for their magnificent handmade lingerie. The store also carries men's women's and children's apparel, ready or handmade.

HILLS BY RAD, 69 Brompton Road S.W. 3, 584-5383... Haute Couture knitwear, domestic and imported plus shirts and accessories.

THE JAP SHOP, 20 Brompton Road, S.W. 3, 589-0698 (sister shop of Joseph and COCOA 135A Kings Road, 351-1101). Largest selection of Kenzo's merchandise, including knits. Also Hechter, Aujard, Emanuelle Khanh, Dorothee Bis, Pablo and Delia, to mention a few.

ISMAT, 313 Brompton Road, 581-0563 ... Exclusive knitwear, designed by David Haigh, Ca Jeans, Remona; and Synonyme shirts from France.

JANET WILSON, 11 Beauchamp Place S.W. 3, 584-6402... Trendy clothes,many from Caroline Charles, Emanuelle Khanh, Krizia, Katherine Hamnett and Wendy Dagworthy. Also, their own knitwear and coats and dresses made-to-order in antique fabrics.

CANNIBAL, 61 Beauchamp Place S.W. 3... They've expanded and incorporated the Lothar space. One of the best London boutiques for trendy sportswear, dresses, and knitwear - their own exclusive designs and some imports.

CHRISTINE SCHELL, 15 Cale St., S.W. 3... Modern and antique jewelry, objets d'art.

ADOLFO COUTURE: WAYS TO LOOK THIS FALL

COUTURE SEPARATES: The Chanel suits, newest in tweed-knits, over print blouses, shaped closer to body now, with bronze animal head buttons meant to be left unbuttoned ... lean, semi-shaped coat costumes with skirt and trousers, plus a contrasting pattern knit vest and tucked blouse ... poplin rainsuits with removable sable lining and pants or skirt -- polished cotton raincoats over striped flannel blazers with solid flannel skirts and crepe de chine blouses ... CHINOISERIE: handknit black cheongsams bordered with vivid Ming scrolls -- side-closed tunics and pants -- quilted coats of flower-embroidered felt or 18th Century Scalamandre silk brocade, lined with marabou ... NOSTALGIC long black dinner dresses ... long skinny black tank dresses with crushed gold kid belts ... separate long wrapped velvet skirt with delicate ombre chiffon blouses ... nostalgic handkerchief hemmed transparent evening dresses ... short and long sleeveless flapper dresses of solidly beaded absynthe chiffon & matching boleros.

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LIBERTY OF LONDON CELEBRATES 100TH YEAR

Liberty, as noted in Nov. '74 FI, is celebrating its Centenary this year. One of the major undertakings is an exhibit at the Victoria and Albert Museum, July 31-Aug. 12. Designed by Barry Mazur, one section will feature the arts and crafts movement of the late 19th century when William Morris, the father figurehead of Art Nouveau, was associated with Liberty. During the 20th century, Art Deco replaced Art Nouveau, and the floral 30's were dominated by Liberty textiles.

Susan Collier, now the print designer, designed some of her own new prints, in addition to reviving many old favorites. And, for the first time, a range of wallpapers, designed by Susan Collier and Sarah Campbell, will complement and coordinate with the home furnishings fabrics.

LEATHER LEADERS IN ROME

AYMO SPORT: leather "knits" -- slip-over blouses, shirt jackets and hats made of fine strands of grey or camel leather ... Flamed effects. Suede and ponyskin printed in pin-stripes. Everything handcrafted. Nordic colors: fog grey, platinum, black, parchment.

ANPEL By ANTONELLI: Glazed kidskin and antelope with ultra-light, supple hand in asphalt grey and cream. Opossum, marmot and lapin linings and trim. Knit "siren" dresses from calf to floor-length under leather jackets.

LESY: Printed suedes - pencil stripes, tiny dots, houndstooth checks. Mix-and-match of suede with jacquard knits. The vertical look in low-waisted 7/8 coats.

GHERARDINI: Classic jackets and coats with wide, squared-off shoulders, martingales, sizable lapels. Fencer jackets. Opossum trim. Creamy suedes and capeskins in earth tones.

SICONS ITALIANA: Fine stripes on hooded suede jackets with opossum linings and easy coats in kidskin. Mustard, pearl gray, brown.

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AND NOW -- MADE-TO-ORDER EYEGLASSES

No two faces are alike, so why shouldn't eyeglass frames be custom-made? This, the premise and the promise made at the annual M.I.D.O. showing in Milan, where top Italian eyewear manufacturers showed their designs.

Eyes may be wide-set or one higher than the other, while noses are not necessarily straight or centered. To establish what shape is best, frames are traced right on the customer's face, then photographed and modeled in plastic. The final frames are then made up in the client's choice which can run from lightweight metal to colored flexible models for easy handling. Prices are higher than for standard frames, but then again, aren't all exclusive models?

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DATES TO REMEMBER

Oct. 13-17....Ready-to-Wear in Florence

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